
PRIVACY POWERS PROGRAMMATIC



TV4 SHOWS THE RESPECTFUL ROAD TO ADVERTISING DATA

*By partnering with NDR, TV4 can now offer advertisers (TV and online platforms) a respectful way to reach their relevant audiences - **without** involving private data.*

- Page 2: Quotes
- Page 3: Boilerplates
- Page 4: In Swedish

Sweden's number 1 choice by advertisers is TV4.

To help advertisers - who are challenged by Google's phase-out of third-party cookies for tracking user behaviour - TV4 now offers their advertisers a targeting model that is stripped of individual data.

See: [Google Is Killing Cookies For Real For Real](#)

TV4 chooses Nordic Data Resources (NDR) to provide geographical lifestyle data to target ads without using cookies or online IDs.

By offering advertisers data enriched with geo- and sociodemographic insights, TV4 supports its advertisers with user-friendly and respectful tools to reach their target audiences.

QUOTES

02

PRIVACY POWERS PROGRAMMATIC

Sweden's largest commercial TV channel TV4 knows its viewers and users very well. By partnering with NDR, TV4 can now enrich its data with geo-based lifestyle data to offer advertisers the right reach/ad performance - **without** involving private data.

TV4 makes multi-layered, privacy-safe audience data available for ad buyers and sellers in Sweden.

Nordic Data Resources helps advertisers transition from tracking online behaviour with third-party cookies to creating privacy-safe audiences based on consumer research.

NDR works with international players like **Kantar**, **TransUnion** and **Experian** and local data powerhouses like **InsightOne Nordic** to acquire, validate, and maintain geographically tied data. NDR's data purchases and usage are approved by local statistical authorities and comply with GDPR and local privacy regulations.

CARL SKÄRVALL, HEAD OF AGENCIES & PARTNERS, TV4

- We continue to invest in quality and customer benefit with a unique product that gives the advertiser new opportunities to communicate with their target group. At the same time, we ensure the user's privacy because the selection method targets a geographical area - not characteristics of the individual consumer.

GÖRAN EKLÖF, VP PARTNERSHIPS & COUNTRY MANAGER SE, NDR

- We are happy to be involved in creating new stable foundations for TV advertising as the digital transformation takes place for real. Welcoming TV4, one of the leading publishers in the Nordics, on this important journey provides both new insights about consumers and new solutions for audience activation to the many advertisers in the TV4 universe.

BOILERPLATES

03

ABOUT TV4



www.tv4.se commercial.tv4.se/en

Over a large number of years, TV4 has been Sweden's largest commercial TV channel. Due to its engaging content and effective offers, TV4 is Sweden's number-one choice for distributors, audiences and advertisers alike.

In addition to TV4, the group also runs several of Sweden's most popular other free- and pay-TV channels, and a range of web and mobile sites and on-demand services, such as TV4 Play, where content is available online.

TV/Media, or for the public TV4 and MTV, is one of the Nordic region's leading TV houses. Since December 2019, the companies have been owned by Telia Company and run as an independent mass media company, TV4 Media, where the independence of the publishing company and all of its content is secured.

ABOUT NDR



www.nordicdataresources.com

Nordic Data Resources (NDR) empowers businesses to unlock the full potential of digital data. We provide a comprehensive suite of solutions that help marketers, advertisers, agencies, publishers, and tech vendors discover, analyze, and activate intelligent audiences across the Nordic region (Denmark, Finland, Norway, and Sweden - encompassing over 27 million individuals).

Our unique approach leverages a synergistic partnership with some of global advertising's most respected data providers and publishers. By integrating vast amounts of public, offline, and consumer purchase data, we create precise audience segments that are aligned with real-world behaviour.

NDR bridges the gap between consumer research and activation, enabling advertisers to reach their target audiences seamlessly across all major channels and platforms. Our innovative targeting solutions enable programmatic ad buyers and sellers to optimize their campaigns and achieve maximum ROI.

Nordic Data Resources (NDR) is the largest provider of privacy-safe online targeting in the Nordics.

IN SWEDISH

04

Nytt samarbete mellan TV4 och NDR: Fler möjligheter till träffsäker annonsering mot nischade målgrupper

TV4 fortsätter att utveckla sitt programmatiska erbjudande. Genom det nyligen inledda samarbetet med NDR, Nordic Data Resources, erbjuds nu ytterligare möjligheter för annonsörer att rikta sina annonsbudskap. Lösningen finns tillgänglig via programmatiska köp.

Nu erbjuder TV4 med hjälp av publikdataleverantören NDR, Nordic Data Resources, en ännu bättre träffsäkerhet och optimering av annonskampanjer. Samarbetet innebär att förstapartsdata från TV4 kombineras med geodemografiska segment från NDR.

Därmed kan annonsbudskapen riktas geodemografiskt mot ett stort antal nischade målgrupper med bibehållen hög räckvidd. Till exempel kan annonsören styra sina annonsköp mot målgrupper baserade på livsstil så som djurägare, båtägare eller early adopters.

De nya målgrupperna tillgängliggörs via programmatisk handel per december 2023 vilket går i linje med att TV4 öppnar upp allt programmatiskt lager Q1 2024.

"Vi fortsätter att investera i kvalitet och kundnytta med en unik produkt som ger annonsören nya möjligheter att kommunicera med sin målgrupp. Samtidigt säkerställer vi användarens integritet eftersom urvalsmetoden riktar sig mot ett geografiskt område - inte egenskaper hos den enskilde konsumenten." säger Carl Skärvall, Head of Agencies & Partners.

"Vi är glada att få vara med och skapa nya stabila grunder för tv-annonsering när den digitala transformationen sker på riktigt. Att välkomna TV4, en av de främsta publicisterna i Norden, på denna viktiga resa ger både nya insikter om konsumenter och nya lösningar för publikaktivering till de många annonsörerna i TV4-universumet." säger Göran Eklöf Country Manager SE & VP Partnerships at NDR.

